

Social Media Marketing

For MBE/DBE/ACDBE

sketch*works*

#1 activity on the web

Shortest time to gain 50 million users
when compared to TV, Radio and Internet

Facebook

- Over 200 million users within its first year
- Over 500 million active users today
- Users spend over 700 billion minutes on Facebook per month

Twitter

- Over 572K sign-ups in its first month (2006)
- Now has an average daily sign-up rate of 460,000 every day

LinkedIn

- More than nine out of ten B2B marketers (93%) say they conduct social media marketing and cite LinkedIn as their single most important social channel

Benefits of Social Media

- **Access to a wider market**
- **Strengthens network**
- **Increases brand visibility**
- **Establishes customer trust and confidence**

How To Use Social Media Effectively

- **Provide value**
- **Engage with your audience**
- **Be consistent**
- **Be creative**

How to Get Started

Facebook

- Create a “Business” Page
- Invest in Target Advertising
- Offer Facebook discounts, coupons and incentives

LinkedIn

- Start a LinkedIn Group
- LinkedIn Answers (Q&A)
- Advanced Search Tool

Twitter

- Create or engage in Twitter chats
- Posting links to valuable content
- Posting industry tips and advice

Blogging

- Post note-worthy articles (How-To's, Tips, Product Reviews, etc.)
- Promote your articles to establish “backlinks” to your site and boost your ranking in popular search engines

Sketchworks

Interactive Marketing Agency

www.sketchworkspro.com

Twitter: @sketchworks4u

facebook.com/sketchworks